

THE TRAVELERS

BROADCASTING SERVICE CORPORATION

WTIC

AM and FM

HARTFORD 15, CONN.

A Quarter Century of Distinguished Broadcasting

1950

October 16

Mr. Howard Eaton, Jr.
Radio Station WYBC
Box 242-A, Yale Station
New Haven, Connecticut

Dear Mr. Eaton:

This is to confirm the subject of our telephone conversation regarding the rate structure for Yale basketball games.

I would say that the proposal to charge twice the hourly station rate is entirely out of line. I don't see how any station can pay that type of money and stay in business. If the station must absorb the line charges, then it would seem to me that Yale should make coverage for the basketball games as attractive as possible so as to interest the radio station. If it is impossible to do it for free, then a minimum charge of say \$25 per game would be more in line, at least for those stations which are in the 250 watt class.

Very truly yours

Leonard J. Patricelli

Leonard J. Patricelli
Program Manager

LJP:FLM

